

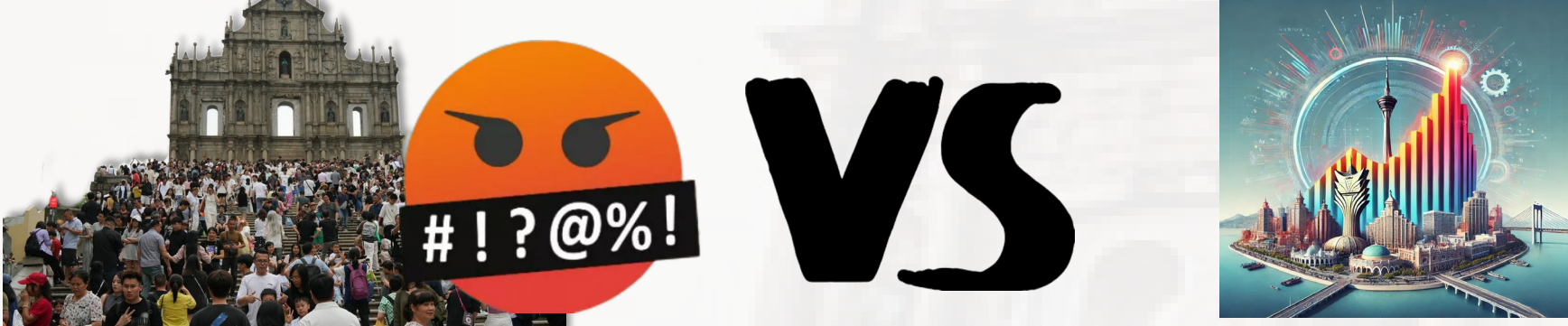
The Contribution of Resident's Collective Rationality and Personal Rationality to Enhance Resident Support for Tourism Development in Overcrowded Macao

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Introduction

- Mass tourism in Macao would cause **community annoyances**, potentially reducing residents' support for tourism development.



- Economic incentives are not the only motivators, people can also be driven by **social and psychological goals**.
- **Altruism & Adaptation behavior**: Even when residents in tourist destinations face negative impacts, they often support tourism development.

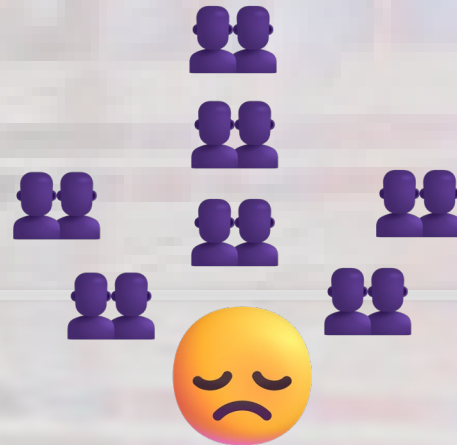
Research Questions

- **Q1**. What is the emotional procedure of Macao's resident perceived overtourism?
- **Q2**. Does resident's tolerance (**collective rationality**) play a role in enhancing their support for tourism development?
- **Q3**. Does resident perceived personal benefit from tourism development (**personal rationality**) play a role in enhancing their support for tourism development?
- **Q4**. Which types of rationality is more effective in enhancing their support for tourism development?

Study 1

Perceived Causal Attribution of Tourism

Perceived Social Density



Negative Emotion Response



Study 2 & 3

Tolerance (Collective)

Personal Benefits from Tourism

Support for Tourism Development

Methodology

Data collection

- **Target respondents**
Macao residents
- **Sampling**
Purposive & Snowballing

Study 1 (Q1,2,3)



- **Survey**
 - Questionnaire
 - PLS-SEM

Study 2 & 3 (Q2,3,4)



- **Experimental design**
 - 2 × 2

Conclusion

- Overcrowding causes psychological stress in residents, leading to negative emotions and behaviors. This drives them to seek reasons for unexpected outcomes, often blaming tourism entirely, which reduces their support for the local tourism industry (**Q1**).
- Both personal and collective rationality can affect residents' attitudes toward tourism development (**Q2,3**).
- Macao residents' tolerance is driven more by the tourism-dominated economy than by personal benefits due to local industry structure of dominated by tourism economic (**Q4**).

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